

attract the best content and increase the value achieved for the advertisers.

While the present invention has been described with respect to a limited number of embodiments, those skilled 5 in the art will appreciate numerous modifications and variations therefrom. It is intended that the appended claims cover all such modifications and variations as fall within the true spirit and scope of this present invention.

What is claimed is:

A method of advertising content to a user, comprising the steps of:

1 1. A method comprising:
2 allowing the use of a content on a content
3 receiver;
4 automatically interrupting the use of the
5 content;
6 enabling the receiver to temporarily replace the
7 content with advertising;
8 identifying content used on the receiver and
9 advertising inserted by the receiver; and
10 collecting information to enable a credit to
11 content providers for inserted advertising.

1 2. The method of claim 1 wherein identifying
2 A includes identifying content and an advertising based on a
3 time relationship between the content and the advertising

1 3. The method of claim 1 wherein identifying
2 includes identifying content and advertising based on the
3 order of playing the advertising and content.

1 4. The method of claim 3 wherein collecting
2 information includes collecting information about the
3 amount of content selected for play on said receiver.

1 5. The method of claim 4 further including reporting
2 to a remote processor-based system information about what
3 content was played with advertising.

1 A 6. The method of claim 5 including selecting ~~an~~
2 advertising based in part on the content being played on
3 said receiver.

1 7. The method of claim 1 wherein collecting
2 information includes receiving a user content selection and
3 identifying advertising to associate with said content.

1 8. The method of claim 1 wherein identifying further
2 includes including determining a type of the content.

1 9. The method of claim 1 including automatically
2 replacing the content with advertising after allowing
3 content to be used for a predetermined amount of time.

1 10. The method of claim 1 including automatically
2 determining at predetermined times whether to replace the
3 content.

1 11. An article comprising a medium for storing
2 instructions that enable a processor-based system to:
3 allow the use of content on the system;

4 automatically interrupt the use of the content;
5 enable the system to temporarily replace the
6 content with advertising;
7 identify content used on the receiver and
8 advertising inserted by the receiver; and
9 report information about the content and
10 advertising to a remote processor based system.

1 12. The article of claim 11 further storing
2 instructions that enable the receiver to identify an
3 advertisement that is proximate in time to content.

1 13. The article of claim 12 further storing
2 instructions that enable the receiver to accrue a credit to
3 the provider of content that is proximate to the
4 advertisement.

1 14. The article of claim 13 further storing
2 instructions that enable the receiver to accrue credit to a
3 content provider based on the amount of content selected
4 for play on said receiver.

1 15. The article of claim 14 further storing
2 instructions that enable the receiver to report to a remote
3 processor-based system information about what content was
4 played with an advertisement.

1 16. The article of claim 15 further storing
2 instructions that enable the receiver to select an
3 advertisement based in part on the content being played on
4 said receiver.

1 17. The article of claim 11 further storing
2 instructions that enable the receiver to receive a user
3 content selection and identify an advertisement to
4 associate with said content.

1 18. The article of claim 11 further storing
2 instructions that enable a processor-based system to enable
3 a variety of content to be selected for play at any time.

1 19. The article of claim 11 further storing
2 instructions that enable a processor-based system to
3 automatically replace content with advertising after
4 allowing content to be used for a predetermined amount of
5 time.

1 20. The article of claim 11 further storing
2 instructions that enable the processor-based system to
3 automatically determine at predetermined times whether to
4 replace said content.

1 21. A system comprising:
2 a receiver that receives the transmission of
3 content, said receiver including a shell to enable the use
4 of content to be interrupted and temporarily replaced with
5 advertising; and

6 storage coupled to said receiver storing
7 instructions that enable said receiver to associate
8 advertising with content and collect information to enable
9 a credit to a content provider for inserted advertising.

1 22. The system of claim 21 wherein said system is a
2 television receiver.

1 23. The system of claim 21 wherein said storage
2 stores instructions that enable the receiver to identify an
3 advertisement that is proximate in time to the content.

1 24. The storage of claim 23 wherein said storage
2 stores instructions that enable the receiver to accrue
3 credit to the provider of content that is proximate to the
4 advertisement.

1 25. The system of claim 24 wherein said storage
2 stores instructions that enable the receiver to accrue
3 credit to a content provider based upon the amount of
4 content selected for play on the receiver.

1 26. The storage of claim 21 wherein said storage
2 stores instructions that enable the receiver to report to a
3 remote processor-based system information about what
4 content was played with an advertisement.

1 27. The storage of claim 26 further storing
2 instructions that enable the receiver to receive a user
3 content selection and identify an advertisement to
4 associate with the content.

1 28. The storage of claim 21 wherein said receiver
2 automatically to replace the content with advertising after
3 allowing content to be used for a predetermined amount of
4 time.

1 29. The system of claim 21 wherein said receiver
2 automatically determines at predetermined times whether to
3 replace the content with advertising.

1 30. The system of claim 21 wherein the receiver
2 enables a variety of content to be selected for play at any
3 time.